

# OVERSEAS PRESS CLUB BULLETIN

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## South Africans Speak at OPC

Before a capacity audience June 13 at the OPC in New York, two South African editors, Allister Sparks of the RAND DAILY MAIL and Rex Gibson of the SUNDAY EXPRESS told the inside story of events that led to South African President John Vorster's resignation last month. The two editors were in New York to receive jointly ATLAS WORLD PRESS REVIEW's International Editor-of-the Year award.

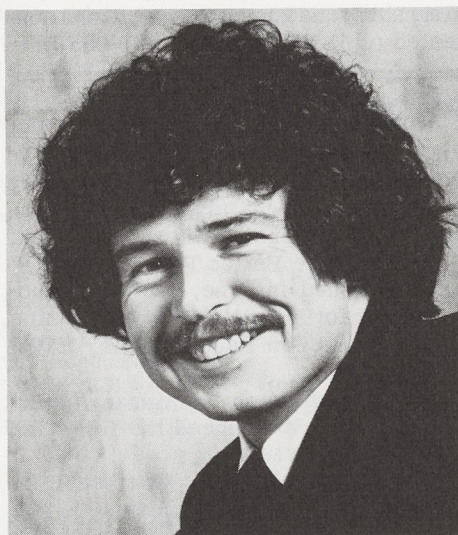
*Sunday Express'* Gibson, the man responsible for uncovering the political corruption called "Muldergate," drew a parallel between the South African scandal and that of Nixon's administration. He said the investigation had led to new tensions between the press and government. "We are dedicated to making sure that corruption in government and maladministration shall not reoccur." The government in turn has proposed new laws that could lead to another "Muldergate."

Mr. Gibson predicted that such new legislation is "a few days away." He said it would force journalists that uncover government corruption to take it to the government before it could be printed. "If this law was in effect 18 months ago, we would never have been able to print the facts that led to the downfall of President Vorster's administration." (*Editor's note: the proposed legislation later was dropped.*)

According to Mr. Gibson, visitors to South Africa are frequently surprised by the vigor of the local press. He said this fact and the recent scandal will force the Nationalist Party, now 30 years in power, to "slightly modify" its position on several issues if it is to survive.

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Because of summer schedules, *The Bulletin* will publish monthly in July and August on the first of each month. Regular publication (twice a month) will resume with our September 1 issue.  
— Editor



Phillip Moffitt

What happened and what is going to happen at *Esquire* magazine under its new owners will be the subject of a Tuesday, July 17, "Shop Talk" at 5:30 p.m. at the OPC. Our guest will be Phillip Moffitt, 32, who is the new editor and president. (The chairman and publisher, Christopher Whittle, is 31).

Since 1969, when Moffitt was in first year of graduate school and Whittle was a college senior, they have joined their talents on communicating with students and student-age readers. Their first joint venture became the largest-selling college magazine in America.

Today their Tennessee-based 13-30 Corporation (it's named after the age group they aim at) is a \$10 million conglomerate that publishes eleven different titles and sells 18 million copies a year. *Esquire* is their first move into the over-30 market.

Already-announced plans are to return it to monthly publication and raise the newsstand price to \$1.50. Their future plans are expected to come up at the OPC gathering. "Today's 30 to 45-year-old man is our audience, but he has in effect been abandoned by other print media," Moffitt says. "As members of the generation we will be addressing, we intend *Esquire* to evolve into an effective service book that will cover all aspects of male life." He says they've budgeted \$5 million to put the magazine in the black.

## AP, Reuters Hit Press Control

A proposal for a World Press Institute, strongly espoused by D. R. Mankekar, chairman of the Non-Aligned Nations Press Pool, was stoutly opposed by The Associated Press and Reuters at a World Communication Conference held recently at Ohio University in Athens, Ohio.

Over 35 international communication experts gathered at the campus to air their views on "Communications in the 21st Century." Elmer Lower, retired ABC executive and OPC member, was executive chairman of the conference, and Henry Gellermann, OPC president, was on the advisory committee. Former OPC president John Wilhelm is dean of the College of Communication at Ohio University.

The visitors represented news and government agencies, corporations and universities in the United States, Great Britain, Bangladesh, Bombay, Malaysia, Helsinki, Tel Aviv, Italy, Munich, Beirut and Mexico City. Hodding Carter III, assistant secretary of state for public affairs, and David Brinkley, NBC news co-anchor, presented keynote addresses.

The institute, according to Mankekar, should be entirely composed of professional journalists representing various professional organizations in different parts of the world. Its aims would be to foster the highest standards of journalism and evolve a code of conduct and ethics for journalists operating in the international arena.

In disagreeing with Mankekar, Keith Fuller, president of The Associated Press, said, "Once you agree to answer to someone or somebody, other than the press itself, the seeds of censorship and control will have been laid."

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Members using restaurant facilities at the Club this summer are reminded that dinner service will be suspended during July and August. Lunch (and breakfast, for early risers) will be served Monday through Friday.



## OPC Protests Stewart Murder

OPC President *Henry Gellermann*, in a cablegram June 21 to the Somoza government in Nicaragua, expressed on behalf of the Club his "revulsion and contempt for the brutal and cowardly murder" of ABC news correspondent Bill Stewart by a government soldier in Managua June 20.

Said Gellermann in his message, "No sham investigations or apologies will compensate or justify the killing of an unarmed, highly respected journalist working in line-of-duty. The members of the Overseas Press Club of America condemn this cowardly and vicious action."

A similar telegram was sent by Gellermann to the Nicaraguan Embassy in Washington.

## SOUTH AFRICA

(Continued from page 1)

More philosophical in his remarks, Mr. Sparks said that South African journalists are a much maligned group. "No respectable South African would let his daughter marry one." He added that his nation is also much maligned, "... but I am proud of my nation and my profession." He spoke of South Africa as a nation of hope. "We can solve our problems and we must do so by peaceful means." He said that South Africa has a choice: "a future through peaceful negotiation or a race war." He suggested that Africa's problems are a microcosm of the world's problems — the "have's versus the have-not's."

Pointing out that there are 85 restrictions on printing the news and some 30 legal text books, he said, "I work with my lawyers before every issue goes to press."

In reply to a question regarding where he felt South Africa might be in five years, Mr. Sparks said, "In the newspaper business we try not to guess too far into the future." However, he did say that the current trend seems to be toward "conflict and confrontation." He also stressed to the audience that proposed plans of "isolation and boycotts of our nation, its products and its economy, can not be productive toward producing a solution to our problems. Such action, such pressure only produce stubbornness and a sense of persecution. Such action is counter-productive and will foment paranoia."

By Mr. Spark's rule, where the United States gets 100 points for a free press and Idi Amin's Uganda gets zero, he rates South Africa at 40.

— Charles Schreiber

## Up-and-coming

**Monday, July 2** — "Travel Photography," a new show by Lisl Dennis, New York-based travel photographer and author of three books on photography, will be hung at the Club July 2 and will be on exhibit all month.

**Tuesday, July 17, 5:30 p.m.** — "Shop Talk" with Phillip Moffitt, new editor and president of *Esquire* magazine. Open to members and guests; reservations suggested (call Mary Novick, 679-9650).

## PHOTO SHOW SET

**Pictures by Lisl Dennis**, well-known travel photographer, will go on display in the OPC lounge July 2 for the month of July. Ms. Dennis, whose new book, "How To Take Better Travel Photos," was published in June, is a staff photographer for *Travel/Holiday* magazine, and the wife of Landt Dennis, travel writer.

OPC Photography chairman *Barrett Gallagher* has announced the following shows to follow:

**September 4 to 30** — Barbara Fox, portrait sketches of celebrities.

**October 1 to 31** — Ben Rose photographs (mechanized motion).

**November 1 to 30** — Dick Walters, hang gliding photos.

**January 1 to 31, 1980** — Paintings by U.S. Air Force artists Capt. Ron Noble and Capt. Juliann Lepone Kelly.

Shows for August and December to be announced.

## Press Control

(Continued from page 1)

We'll go anywhere in the world for a story, but we won't pick up the phone to take propaganda. Every state, including the United States, would like to control the flow of news in and out, but we have to let everyone speak. We give hard, factual news in the belief that truth will prevail. Otherwise, you get news agencies that are vehicles of propaganda."

Gerald Long, managing director of Reuters, added, "It is no good asking journalists to buy non-existent protection by accepting so-called duties which they do not and should not recognize, by demanding that they be licensed, or that their work be subject to the scrutiny of a world federation of government press councils. There is no proof that controlling information, national or international, contributes to the common good: there is every indication that it does the opposite."

"The form in which freedom of information is expressed will inevitably vary from country to country. But where it has no form, there is no freedom."

## U. S. Dedicates Ed Murrow Park

(Editor's note: the following remarks were made by U.S. Interior Secretary Cecil D. Andrus at the dedication of Murrow Park to the late Ed Murrow in Washington April 23, and are printed here because we believe they will interest our readers.)

Seventy-one years ago today a great American was born in North Carolina. His name was Edward R. Murrow, and today we dedicate this park to his memory.

You all know of his career. After college he became president of the National Student Federation and traveled widely in America and Europe, and later he worked for the Institute of International Education. When Hitler came to power, young Mr. Murrow became secretary of the Emergency Commission for the Aid of Displaced German Scholars, and helped bring almost three hundred of them to safety.

He joined CBS in 1935 as "director of talk and education," and two years later CBS sent him to London to take charge of its European bureau. Young people today may not realize how remote Europe seemed from America then, or how basic and relatively crude our communications were. Mr. Murrow was exactly the right man at the right time. As the war clouds rolled in over Europe, he showed how on-the-scene coverage could be accomplished with radio, and then, years later, with television. And the mike and camera often were live, which meant you had only one chance to get it right, and in one big hurry.

But what I most remember about him was his calm, clear, serious tone. He never seemed to be rushing, yet he could go right to the core of any matter in fewer words than anyone else, and leave you with a vivid picture of what he had seen.

He brought the outside world closer to a whole generation of Americans, telling us what it was like in London during the years of cruel pounding from the air, and later how it was in post-war Europe and America. When we went to war again in Korea, CBS was there, and so was Murrow. He had tried for a year or two to be an executive in charge of news, education and discussion programs, but he gave it up, saying: "I'm not the executive type. Budgets throw me for a loop, and I can't get myself to fire anybody."

One on-the-air venture followed another, always adding a new dimension ... "Hear It Now" ... "See It Now"

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## FROM THE CLUBS

VIENNA — Alan Levy's latest book, "Forever Sophia" (Baronet/\$3.95) was to have been titled, "Sophia and Carlo," but the publisher made a change at presstime, and I'm wondering if the book should have been called, "Sophia, Carlo and Alan," since the author suffers from a chronic case of I strain. Mr. Levy often talks as much about himself (reminiscent of the irrepressible first-person thrusts in each of his 11 previous books) as he does about Italy's Bella Bambina Numero Uno.

But despite this obvious wart, "Forever Sophia" — which is not Miss Loren's official 1979 biography ghosted by A. E. Hotchner — is an engrossing book and a breezy intimate portrait of one of the reigning superstars of our time. Though Mr. Levy and Miss Loren have been good friends since 1969, his final manuscript was not scissored by Sophia or censored by her all-protective producer husband Carlo Ponti.

And what a saga indeed! Writing with a facile pen and a verve that is rife with the memories of nearly a dozen visits with Sophia in such places as Italy, France, Switzerland and Austria, Alan Levy embodies his volume with lively copy on Sophia Loren the film star and Sophia Loren the human being. We know about the film star through the image that tons of printed matter have conveyed — but in actual fact, we got oh-so-little about the authentic inner Loren. But Mr. Levy gets good brownie points and my vote for having written the better of the two Loren biographies, even though the Levy book shows some signs of having been written and edited in a hurry. Nevertheless it betrays no infelicities of style and is conspicuously readable.

Although a biographer necessarily has to recount the major events of a biographer's life — and in Sophia's case we've heard and read it many times over, thanks to the media — Mr. Levy skillfully combines what must be put down on paper: the fan magazine stuff, together with an indefatigable account of his nine-year friendship with her. What comes out is Sophia the Woman.

On the occasion of his last meeting with her, in a small Austrian hotel, Levy hinted he had to wait an hour to get breakfast and over two hours to be served supper because "the hired hands were too busy serving Sophia & Company to wait on mere mortals." Denying this, Sophia remarked: "Not me, anyway, because I do my own breakfast. They don't start serving until seven and I'm up an hour-and-a-half before then. Besides, they don't know how to brew Italian coffee. That's

why I have an espresso machine in the bathroom and a mixer there, too. I mix eggs and sugar with it in the morning and drink it with the coffee and a little milk that they bring me the night before. So I don't have to wait one hour. I brought my own breakfast-making."

Such anecdotes are the lifeblood of which compelling magazine articles are made — and as a veteran magazine writer (four freelance pieces in the course of a single year in *Life Magazine*, not to mention six magazine cover stories on Loren alone). Mr. Levy spins out his word symphony with all the skills in his attache case. And his hymn to her reaches crescendo proportions with Miss Loren singing the song of senexence. —Nino Lo Bello

### NEW APPLICATIONS

#### Active Resident:

Salome Conzen, Correspondent, South African Broadcasting Corp.  
SPONSORS: Eliot Stark, Harry C. Levin.  
Gerard Loughran, UPI, Foreign Editor  
SPONSORS: Walter Logan, H. D. Quigg

#### Active Non-Resident

Peggy Whedon, Producer, ABC ISSUES AND ANSWERS  
SPONSORS: Angele de T. Gingras, Barrett McGurn

#### Associate Resident:

M.N. Chattergee, Consul (public relations), Consulate General of India  
SPONSORS: Howard Kany, Albert Wall  
Kathryn Dickson, staff writer, managing editor, Newsletter of N.Y. Hospital-Cornell Medical Center  
SPONSORS: Ruth Biemiller, Ralph Salazar  
Carl H. Hoffman, editor, Poppe Tyson, Inc.  
SPONSORS: Roy Duffus, Ralph Leviton  
Michael L. Friedman, executive VP, DWJ Associates  
SPONSORS: Albert Wall, Harry Rand  
Daniel G. Johnson, president, DWJ Associates  
SPONSORS: Albert Wall, Harry Rand  
Charlotte Klein, owner, Charlotte Klein Public Relations  
SPONSORS: Ted Baron, Al O'Brien  
Col. Harvey Ames Lasky, self-employed  
SPONSORS: Herman Fink  
Norman Monath, president, Cornerstone Library, Simon & Schuster  
SPONSORS: Henry Gellermann, Louis Weintraub  
Margaret Pennar, freelance  
SPONSORS: Fred Anthony, A.D. Berke

#### Associate Non-Resident:

James R. Dorris, VP, Corporate Relations, Life Care Society of America, Inc.  
SPONSORS: William Carr, Edward McDougal  
J. Austris Kruza, editor-treasurer, InfoQuest, Inc.  
SPONSORS: Silvie Licitra, Henry Gellermann  
Thomas W. Phillips, vice president, Information Counselors  
SPONSORS: Warren Owens

#### Affiliate:

Tom Maloney, president, Maloney Advertising  
SPONSORS: William B. Grey, Gloria Zukerman

#### Reinstatements:

John Dornberg  
Earnest Hoberecht  
Leon Nirago Agaronian

## ED MURROW

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"This I Believe" ... "Person to Person." All had the special Murrow trademarks that went beyond the magnificent voice, directly to the heart of the listener from the heart of a man who cared deeply about people, his country and the fate of the world.

His reputation was already made, but he enlarged it with "Hear It now" and "See It Now" by tackling tough, controversial subjects. He had a strong feeling about injustice anywhere he

(Continued on page 4)

## National-Standard Company

is the nation's leading producer of specialty wire and wire products. NS wire is drawn for uses ranging from surgical instruments to guitar strings, for any kind of spring imaginable, and—of particular importance—for beads and belts to reinforce automotive tires.

National-Standard's line of specialized machinery meets expanding needs for radial-tire building and lithography of metal cans.

Helping tell the story of  
National-Standard Company  
and other business leaders is the business of

## Burson-Marsteller

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## OPC BULLETIN

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John Guenther, Chairman and Editor; Helen Alpert, George Burns, Blythe Foote Finke, Thomas J. Kraner, Rosalind Moore, Grace Naismith.



# Who, What, Where

By GRACE NAISMITH

**HONORED:** **Hildegarde Fillmore Smith**, elected vice president-secretary of the National Arts Club. She is off this month to Greece, painting on the way... **John R. Wilhelm**, dean of Ohio University's College of Communications, received an honorary degree of Doctor of Humane Letters June 1 at the Universidad de Las Americas in Puebla, Mexico. Wilhelm has written many articles and books on Mexico, including a "Guide to Mexico" and "Guide to Mexico City," now in its 17th edition. Wilhelm was OPC president in 1959-60... **Ralph D. Gardner** has been named by the University of Minnesota as a 1979 Hess Research Fellow. Ralph's popular radio talk show (author interviews), "Ralph Gardner's Bookshelf," moved June 17 from WRVR to WVNJ-AM. It can be heard every Sunday from 9 to 10 p.m.

**TRAVELING:** **Carol Houck Smith**, **Fred Kerner**, and **Anita Diamant Berke** attended the American Booksellers Associations' annual meeting in Los Angeles... **Lin Root** participated by invitation in the National Conference on Education and Vocation at William James College, Allendale, Mich.

**REUNION:** OPC'rs in the Harvard class of 1929 met again at their 50th class reunion in Cambridge June 4 to 7. **George Weller**, Pulitzer prize winner and Neiman Fellow, came from Rome for the occasion, and **Robert Reinhart** (ex-*Variety*), came from Montgomery, N.Y. As undergraduates both worked on *The Harvard Crimson* (sometimes called Harvard's only trade school). During his visit, Reinhart also saw OPC's **Edward Bernays** and his wife and partner **Doris Fleischman**, longtime Cambridge residents and old friends.

**AWARDS DINNER:** Dr. **Marguerite Cartwright**, a United Nations correspondent since 1955, toppled over when the leg of her chair caught in a hole on the dais. Examination after dinner showed other gaps in the platform under the green rug. **William Randolph Hearst** and **Larry Stessin**—and General Haig—missed the holes... Hearst ate his bib lettuce with his fingers, like artichokes, which is the way it should be.

**BOOKS:** **Tom Mechling**, who is researching a new book for his New York publisher (opinion leaders who don't vote in federal elections, and why) is looking for names of prominent people who have not voted in recent years. He would welcome information or other leads: address Box A-380, Murray Hill Station, New York 10016... **Ken Giniger** and **Jack LeVien** are working with Lady Diana Mosley on a book

about the Duchess of Windsor. They are looking for unpublished or unusual photographs (for which a permission fee will be paid) and anecdotal material, letters or anything else which might be useful. For photographs, Giniger may be reached at The K.S. Giniger Company, Inc., 235 Park Avenue South, New York City 10003, and LeVien at LeVien Films Limited, 15 Chesterfield Hill, London W1X 7RN, for anecdotal material, Lady Mosley may be reached at 1, rue des Lacs, Orsay 91400, France.

**RECUPERATION:** **Howard Johnson**, after stomach surgery, in Sarasota, Fla.

**SAD NEWS:** **John S. Sparks, Jr.** died of a heart attack Jan. 21. His wife, Audrey, writes of their 51 years of marriage and his pride in belonging to the OPC.

**Charlotte Seitlin**, a longtime OPC member and a former editor at Simon & Schuster, died June 20 in New York at age 72. She joined the publishing house in 1928 and edited 13 books, including Margaret Bourke-White's autobiography. Among other authors with whom she worked were Janet Flanner, Christina Stead, Sam Levenson, June Havoc, Jimmy Savo and Gypsy Rose Lee.

She also worked extensively on books about ballet, including artists such as Galina Ulanova, Tamara Karsavina and Anatol Chujoy.

She was a graduate of the New Jersey College for Women in New Brunswick, now part of Rutgers University, and a member of the Woman Pays Club. She retired from Simon & Schuster in 1972 after 44 years with the company.

She is survived by a sister, Mrs. Louis Kaye of Weston, Conn., and a brother, Percy Seitlin of New York.

## Ed Murrow

(Continued from page 3)

encountered it and he showed enormous courage. Then, as now, broadcasting was government-regulated, but Mr. Murrow told it like it was, regardless of threats or consequences.

Despite his distaste for the executive life, Mr. Murrow at his peak gave up a rewarding career as a reporter to heed President Kennedy's invitation to "ask what you can do for your country." He served with distinction as Director of the United States Information Agency for more than two years until failing health forced him to resign.

From that very window he would look out on this park that we dedicate to him today. While he was there he made certain that USIA retained its credibility by telling the unvarnished truth. Senators asked him why he could not just stick to the news that made America "look better," and he replied, with typical brevity: "We cannot make good news out of bad practice."

I think these words should be a lesson to all of us, in government and outside it. The people need the facts so they can make up their own minds. In a democratic society, there is no other way.

This is the first park in the Capital of our country ever dedicated to a reporter. It took us a while to get around to it, but we're doing it now, and we've begun with the best. I'm proud to be involved.

## PLACEMENT

Managing editor for Manhattan-based business trade magazine. Must be seasoned feature-writer with experience in merchandising-oriented field. \$22,000. Phone Len Corwen, Corwen-Marchant Personnel Agency, 527 Madison Ave., 753-0157.

—Helen Alpert  
Placement Chairperson

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